

Explore Minnesota Tourism

Media Buy Recap | Recovery Plan FY20



ADVENTURE™



The background image shows a modern brick building with large glass windows and a prominent entrance. The building is identified by a sign that reads "500" above a logo consisting of a colorful, abstract shape, and the word "truemedia" in a stylized font. The entire image is overlaid with a semi-transparent red filter. The word "OVERVIEW" is centered in the middle of the image in a large, white, sans-serif font, with a thin white horizontal line positioned directly beneath it.

OVERVIEW

Campaign Overview



Start Date: June 22, 2020

- SEM, Display, MPR : 6/22
- Social & TV : 6/29

End Date: August 2, 2020



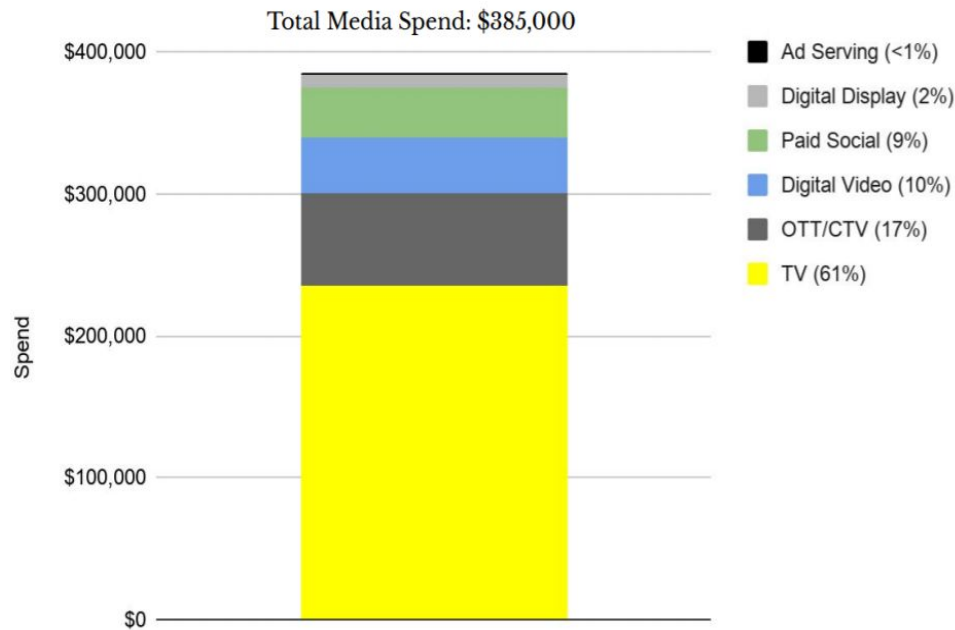
Total Budget:

\$419,000.00



Geo : Minnesota + 500 mile radius

Media Breakdown



Tactic	6/22	6/29	7/6	7/13	7/20	7/27	KPI	Estimated Impressions	Spend
TV*							CPM	TBD	\$235,000
OTT/CTV*							CPV	1,735,294	\$65,000
Digital Video*							CPV	2,500,000	\$40,000
Paid Social*							CPV	2,300,000	\$34,700
Digital Display							CPM	1,500,000	\$9,000
Ad Serving									\$1,300
Agency Fee									\$34,000
Total									\$419,000

The background of the slide is a photograph of a multi-story brick building with large glass windows. The building has a modern architectural style with a prominent overhang. On the right side of the building, there is a logo for 'truemedia' which includes a stylized colorful shield icon above the company name. The number '500' is visible above the logo. The entire image is covered with a semi-transparent red overlay. The word 'PARTNERSHIPS' is centered in white, bold, sans-serif capital letters. A thin white horizontal line is positioned directly below the text.

PARTNERSHIPS

Partnerships



MBA Radio & MBA TV



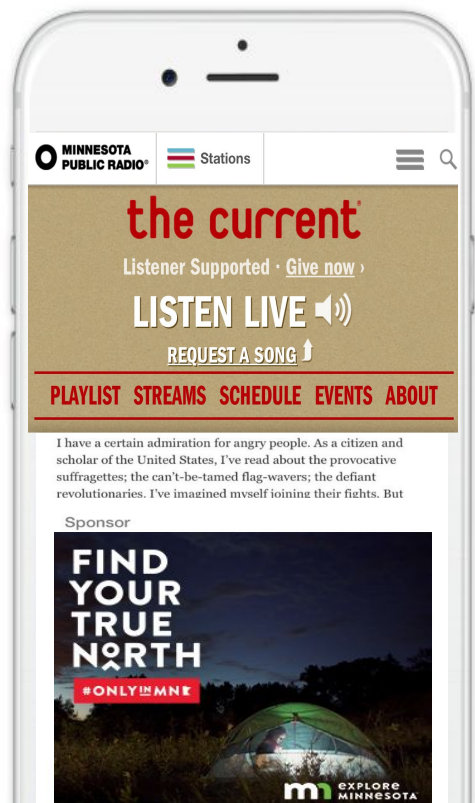
Radio

- Baseline Program
- KCMP, The Current

Digital

- 444,444 impressions

MPR Digital Read & Banner Ads



:15 On-Air Read:

"Support comes from Explore Minnesota. From a list of scenic byways to bucket-list golf courses and tips on how to catch a walleye - Explore Minnesota dot com is the first stop on your vacation destination".

300x250

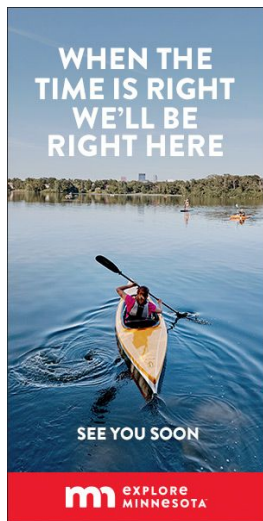


The background is a photograph of a brick building with large glass windows and a modern architectural style. On the right side of the building, there is a logo for 'truemedia' which includes a colorful shield-like icon above the company name. Above the logo, the number '500' is visible. The entire image has a reddish-orange color overlay.

DIGITAL

Coegi Standard Display

300x600



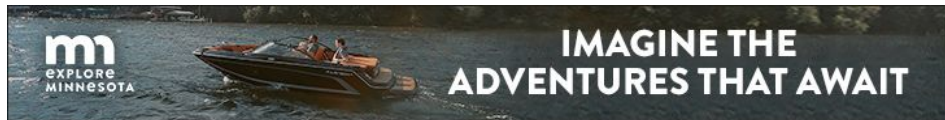
300x250



320x50



728x90

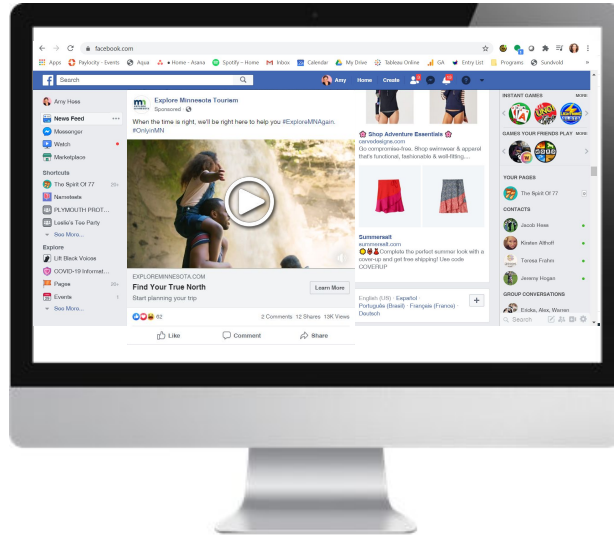
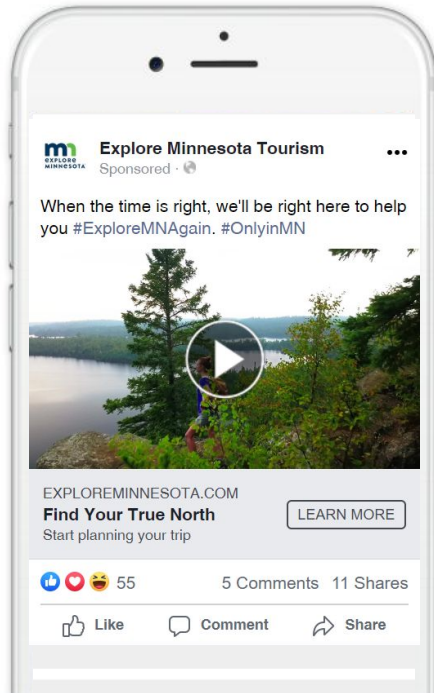


The background image shows a multi-story brick building with large glass windows and a prominent overhang. The building is identified by a sign as 'truemedia' with a colorful logo above it. The address '500' is visible in the top right corner. The entire image is covered with a semi-transparent red overlay.

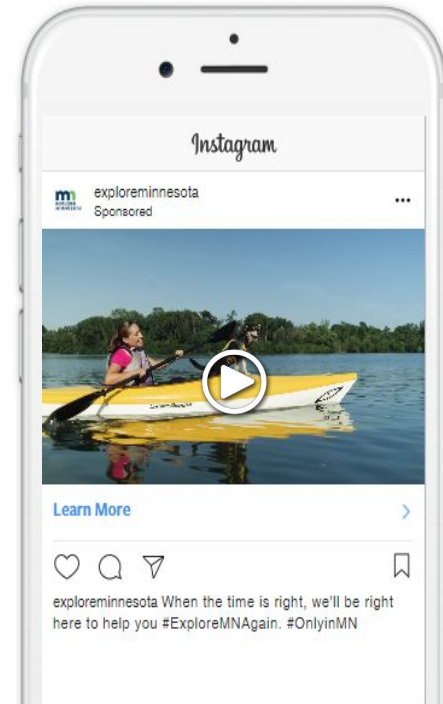
SOCIAL

Coegi Video Ad- Facebook & Instagram

Facebook



Instagram



The background is a photograph of a brick building with large glass windows. A logo for 'truemedia' is visible on the brick wall, featuring a colorful shield-like icon above the word 'truemedia'. The number '500' is also visible above the logo. The entire image has a reddish-orange color overlay.

BROADCAST

Television

Broadcast TV:

- 210-255 GRPs over 3 weeks
- :30 television spot
 - See You Soon
- Coverage in-state, as well as out-of-state within a 500 mile radius
 - MSP, La Crosse-Eau Claire, Sioux Falls, Cedar Rapids, Des Moines, Duluth-Superior, Fargo-Moorhead, Mankato, Madison, Milwaukee, Omaha, Rochester-Austin, Sioux City
- Local ABC, CW, CBS, FOX, and NBC affiliates
- Early Morning News, Evening News, Prime Access, Late News, Late Fringe



Television

Cable TV:

- 45 GRPs over 3 weeks
- :30 television spot
 - See You Soon
- Coverage in-state, as well as out-of-state within a 500 mile radius
 - MSP, La Crosse-Eau Claire, Sioux Falls, Cedar Rapids, Des Moines, Madison, Milwaukee, Omaha, Sioux City
- Target high indexing networks to reach target audience
 - Ex: Animal Planet, Bravo, Discovery, Food, HGTV, History, National Geo, Travel

Connected TV:

- 4 weeks
- Extend reach to targeted geos
 - Minnesota, Iowa, North Dakota, South Dakota, Wisconsin, Omaha





THANK YOU!
